

FINE COACHWORK ON FOREIGN SALON CARS

Show Opens To-day in the
Grand Ballroom of the
Hotel Astor.

LARGEST EXHIBIT OF SORT

More Makes of Autos and Ac-
cessories Displayed Than
Ever Before.

Automobile show season begins to-day with the opening of the Importers' Automobile Salon in the Hotel Astor. They were busy yesterday afternoon installing the show cars in their places in the grand ballroom of the hotel and, from a brief inspection of them, it is clear that the show will be one of the best ever run by the association.

Visitors will find some remarkable examples of body building, and fine coachwork is a special feature any way of such exhibitors. In addition to these unusual things in the way of bodies, there are some odd small cars which will surely attract a deal of attention.

Thirteen different makes of foreign automobiles, representing six nations, will be shown at this year's salon. In addition two body builders will have separate exhibits, and five makes of foreign tires and two accessory exhibits will be included. This is the largest number of exhibitors which has ever participated in a salon in this country, and the largest number of different makes of cars. When the doors of the grand ballroom of the Astor are opened there will be disclosed, among other features, the first cycle car to be exhibited in this country. There will also be several light cars on view, representing a type of foreign car not previously shown in this country.

The various cars to be exhibited at this year's salon are Benz, Bugatti, De Dion-Bouton, Delaunay-Belleville, Fiat, Isotta-Fraschini, Lancia, Mercedes, Peugeot, S. V. G. and Simplex. The nations they represent are France, Germany, Italy, Belgium, England and America. The foreign tires to be shown are Dunlop, Englebert, Pirelli, Goodyear and Prowdell. Dunlop were wheels will also be shown, and A. J. Picard will have a complete line of foreign made accessories.

The salon is held by the Automobile Importers' Alliance, Inc., of which Emanuel Lascaris is president, T. Adams vice-president, F. Sewell treasurer, and Stefan Kjeldsen secretary. Kjeldsen also is manager of the salon.

The following is a brief outline of what the leading exhibitors will show:

Bugatti.
This is the first appearance in America of this light car, the design of an Italian engineer and built in Elsass, Germany. It is guaranteed to travel at sixty miles an hour, and recently on the Brooklands track averaged sixty-seven miles an hour for 100 miles. Four complete cars will be shown with three passenger "boat" bodies by Wietekhorst, coachmaker to the imperial family of Germany.

De Dion-Bouton.
This exhibit will be one of the largest at the salon and includes five complete cars and two polished chassis. All but one will have eight cylinder motors and all embody the mechanical features for which this make is famous. The complete cars are a 50 horse-power touring model, a 30 horse-power seven passenger limousine, a 20 horse-power landaulet and a 25 horse-power race type runabout especially built for the American market.

Delaunay-Belleville.
The new "sporting" enclosed drive body will be one of the features of this exhibit. Other Delaunay-Belleville models will be shown with brougham and touring landaulet bodies, the latter a type which has become very popular abroad.

Fiat.
The salon exhibit of this Italian make will include two enclosed bodies, both mounted on a 20 horse-power chassis. One will be a town car with body by Holbrook and the other a landaulet made in Turin, Italy. The latter contains several distinctive features recently introduced on the other side.

Isotta-Fraschini.
A feature of this exhibit will be a 120-horse-power inside drive "social" limousine, with body by Mulimby. This car was built for J. D. McFarlane, Philadelphia, and is the highest powered limousine ever shown in this country. A polished chassis of the same model and one of the 35-horse-power motor is a 120-horse-power runabout, a 70-horse-power collapsible touring, a 35-horse-power special touring, a 25-horse-power limousine and an 18-horse-power inside drive coupe are to be included.

Lancia.
Seven complete cars and a chassis de luxe make up the exhibit. The latter is the new 35 horse-power model, the Italian driver and designer, which attracted wide attention at the recent London Olympia show, where it made its debut. The complete cars include a 15-horse-power Holbrook coupe, a 20 horse-power Holbrook coupe, a 30 horse-power Holbrook landaulet, a 30 horse-power Holbrook limousine, a 30 horse-power Holbrook touring car and a 30 horse-power landaulet coupe by Holbrook. The new Lancia models have electric starting and lighting systems.

Marshall-Arter.
This is a newcomer and representative of the English cycloar of the better class. It has a four cylinder motor rated at 12-14 horse-power and a striking body, with propeller shaft drive. Its most novel feature is the use of a flat strip of spring steel enclosed within a tubular housing, which connects the front clutch with the single universal joint. Besides allowing flexibility in the drive this arrangement provides a spring cushion between the engine and the rear wheels by which shocks are absorbed. The torque tube suspension and the detailed design of the rear axle are other features of original form.

Peugeot.
A polished 18 horse-power chassis, a 10 horse-power worm drive limousine, a 10 horse-power chassis with a guaranteed speed of eighty-five miles an hour, and a 11 horse-power baby runabout will be included in the Peugeot exhibit. The Indianapolis 500 mile race first prize, won by a car of this make, will be shown with this exhibit.

Minerva.
Of four cars to be exhibited, the bodies of three are by D'Almeida Freres of Buenos Aires and the fourth is by the Buyster of Ede, both names synonymous with great

HOTEL ASTOR

THE AUTOMOBILE SALON

January 2nd to January 10th

HOTEL ASTOR

SIMPLEX

SIMPLEX CARS will be on exhibition at the Automobile Salon, Hotel Astor, Jan. 2-10. The display will include bodies of the most recent foreign design mounted on the latest Simplex model of 50 H. P.

Simplex Automobile Company
240 West 59th Street
NEW YORK

The S. G. V. Co. Car

Distinctive Bodies
Designed and Built to Order

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achievements of the coachmaker's art. This exhibit will include a coupe, finished in black, with white basketwork and special interior cabinet effects; a limousine landaulet, finished in diamond gray, and with interior of dark mahogany wood; a limousine finished in bronze green, with black mouldings and gold stripes and interior of dark mahogany inlaid with beaten brass and a runabout of new design.

Simplex.
The new 50 horse-power Simplex will make its debut at the Salon. In addition the other models with various types of bodies will be shown. Benz and S. V. G. exhibits will be reviewed later.

IMPORTERS LONG LEADERS.
Foreign Cars Have Played Important Part in American Industry.

Almost since the inception of the automobile as a practical road vehicle in this country the foreign car has played a conspicuous part in the annual exhibitions held in New York. The Importers' Automobile Salon this year, which runs to January 10, is the tenth time that foreign cars have been exhibited by themselves in New York.

This does not mean, however, that foreign cars have only been exhibited the past ten years, for they were in the first automobile show ever held in this country, the show promoted by the Automobile Importers' Association in Madison Square Garden in November, 1900.

The following three years the importers continued to show their cars side by side with the American made automobiles at the annual Garden show. In August, 1904, the Importers' Automobile Salon was organized with the following charter members: E. T. Birdsell, E. E. Gallaher, R. R. Holland, J. D. McFarlane, J. S. Joseph, A. LaRoche, E. T. Kimball and S. B. Bowman.

In the following January this organization held its first salon in Herald Square Hall. This hall was none other than the top floor of the new building erected by the big department store of R. H. Macy & Co. In 1906 the exhibit of foreign cars was incorporated as a section of the annual show in Madison Square Garden.

In the following year the foreign cars were divided between the Madison Square Garden and the Sixty-ninth Regiment Armory. That is those which acknowledged the Selden patent were shown at the Garden and the others were found in the Armory. The latter arrangement was continued at that time proved sufficient to divide even the importers into two camps despite the fact that the entire world of the automobile industry in this country the importers have consistently presented a united front.

In 1908 the importers again joined to present a united front. In January, just preceding the annual show of American cars held there. The cost of hiring Madison Square Garden for the entire week was a heavy burden for the coteries of importers, whose number in comparison with the American automobile industry was indeed small. In 1909 and 1910 the Importers' Automobile Salon was run as a section of the Automobile Show at Grand Central Palace, which was participated in by a group of American manufacturers known as the "Independents," through the fact that the Selden patent. In 1911 the importers again struck out by themselves and held their salon in the grand ballroom of the Hotel Astor. Since then the salon has been held each January in the same place.

The grand ballroom provides between 15,000 and 20,000 square feet of exhibition space, ample for the annual salons. The architecture and the decorations of this ballroom make these annual exhibitions really "salons"—that is, drawing room functions. Permanent decorations furnish an admirable setting for the display of the beautifully designed and highly finished foreign cars, and the surroundings are such as to appeal most strongly to that class of well-to-do Americans who comprise almost entirely the clientele of the automobile importer.

Considered from one standpoint the Importers' Automobile Salon really began with the one held in the Astor in January, 1911. This reestablishment of the annual salon on a permanent basis was due very largely to the work of a small group of importers, including Emanuel Lascaris, Paul Lacroix, W. T. Demarest and Gustave Massant.

Not the least important function of the Importers' Automobile Salon has been the introducing to the American public of many new features of design and construction, which have since been generally adopted in this country. Among these might be mentioned the shaft drive, the six cylinder motor and the valveless motor. Its influence on body design in this country has also been marked.

E. R. Thomas to Race in France.
Announcement has been made that E. R. Thomas, who has been a big name in American racing several years ago, is preparing to race extensively in France.

OFFERS MONEY PRIZE TO GOOD CHAUFFEURS

New Peerless Agency Will Pay
Drivers Who Keep Cars
From Repair Shop.

CADILLAC'S NEW BUILDING

Move Made to Sixty-second
Street—Other Notes of the
Motor World.

By way of a practical effort to solve the chauffeur problem and to help the car owner to get good service from his driver C. C. Silver, who yesterday became agent for the Peerless car, promulgated a plan of money reward for painstaking care of machines. Silver's company, with the owner's consent, will give to the driver of each Peerless car purchased through them at retail \$10 a month for a period of twelve months for each month that the car is not laid up for repairs or adjustments, except when in their opinion it is not the fault of the driver. If, however, repairs or adjustments are made necessary by the driver's neglect of his duties, they reserve the right to discontinue the reward, and summarily notify the owner of the driver's incompetence.

"This plan practically puts a premium on efficiency and will automatically eliminate the slipshod and careless chauffeur from the field," says Silver. "A driver's duties do not consist of merely driving. It is his duty to keep the car always ready by everlastingly attention to the moving parts. He should keep the cylinders free from carbon, see that it is properly oiled, and that all nuts, bolts and screws are tight. He should ask advice of the dealer when in doubt about anything, and follow that advice. And, outside of the purely mechanical end, he should be able to get the maximum efficiency for the least expenditure in gasoline, tires and supplies."

Automobile Row saw yesterday the opening of a new place, or rather the change from one location to another of an established firm. The Cadillac agency opened up quietly its four story building at Broadway and Sixty-second street, moving up after its former quarters in smaller quarters on Columbus Circle. The new store was once the site of the Panhard branch.

Prominently displayed on a centre table yesterday was the Dewar trophy, the British "meritorious feat" prize which the Cadillac has just won for the second time. Inglis M. Upperre, head of the Cadillac agency, said the move was made in formally to be sure to begin the new year in the new store. The Cadillac has a five story shop on West Sixty-second street, just across the road, and a chassis department in the Alco Building across Broadway, so the business interests are pretty well concentrated.

A group seen yesterday in the Moline-Knight store examining a cutout engine was made up of Charles J. Knight, the inventor; L. D. Kilbourne, his partner, and Harry E. Dextert, president of the Moline-Knight Company.

Speaking of the Knight engine, its inventor said: "We have had a hard fight in which our opponents pressed us by the force of numbers, but we have come out victorious." Mr. Knight will remain here for a short time, returning soon to England.

A. E. Starbuck, treasurer of the Haynes Automobile Company, arrived here yesterday. He will be a guest of H. W. Headington, New York branch manager for the Haynes for the period of the automobile show.

"For the past two months," said Mr. Starbuck yesterday, "we have heard little but 'bad times,' too much pessimism for the good of the industry. We ourselves have had no such cause for complaint. It is true that business in November and December did not equal that of October, but that is normal. On the other hand, our sales in these two months were greater than for the like period in any year since we started business.

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DE DION BOUTON

at the
Automobile Salon

A complete line of 8-Cylinder De Dion Bouton cars will be displayed at Hotel Astor Grand Ballroom January 2-10, 1914

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1914 At the

Automobile
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